

Franklin County
Quit Line Data Summary
 July 1 - September 30, 2002

	County	State
Number of Calls to Quit Line	N = 17	N = 3,906
Percent of Statewide Calls	0.5%	100.0%
Percent of State Population in County¹	0.8%	100.0%

	County %	State %
Gender	N = 17	N = 3,543
Female	70.6%	61.4%
Male	29.4%	38.6%
Race/Ethnicity	N = 15	N = 2,967
People of Color	26.7%	15.6%
White	73.3%	84.4%
Age	N = 16	N = 3,091
Less than 18 years old	0.0%	2.0%
18 - 24 years old	18.8%	14.9%
25 - 34 years old	6.3%	22.9%
35 - 44 years old	12.5%	25.8%
45 years and older	62.5%	34.3%
Education	N = 17	N = 3,038
Did not graduate high school	17.6%	16.6%
High school graduate	41.2%	31.8%
Some college/vocational school	41.2%	38.6%
College graduate	0.0%	13.0%
Caller Type	N = 16	N = 3,409
General Information	6.3%	13.2%
Health care provider	0.0%	2.9%
Tobacco user	93.8%	83.9%
Payer Type	N = 14	N = 2,235
Insured	50.0%	43.4%
Uninsured	7.1%	23.8%
Medicaid	42.9%	32.7%
Heard About	N = 14	N = 2,881
Past caller	14.3%	17.4%
Employer/worksites	0.0%	0.7%
Health care provider	28.6%	19.6%
Television	42.9%	23.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	7.0%
Targeted mailing	0.0%	0.6%
Great Start	0.0%	0.3%
Radio	7.1%	1.9%
Newspaper/Magazine	0.0%	1.1%
Brochure/Newsletter	0.0%	4.9%
Family or friend	7.1%	18.8%
Health Department	0.0%	3.0%
School	0.0%	0.6%